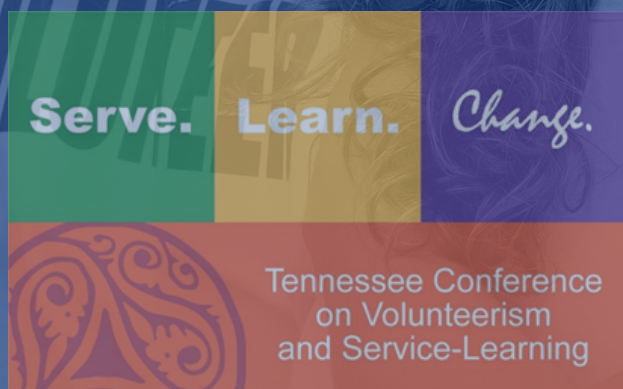




SPONSORSHIP & MARKETING OPPORTUNITIES

TO SUPPORT AND HONOR VOLUNTEERISM
IN TENNESSEE



TENNESSEE CONFERENCE
ON VOLUNTEERISM &
SERVICE- LEARNING

FEBRUARY 13-14, 2022

14TH ANNUAL
GOVERNOR'S VOLUNTEER
STARS AWARDS

FEBRUARY 13, 2022

VOLUNTEER TENNESSEE

Encouraging Volunteerism and
Community Service



WHO WE ARE

Volunteer Tennessee is a 25-member, bi-partisan commission appointed by the Governor. The agency's mission is to encourage volunteerism and community service. Annually, Volunteer Tennessee oversees more than \$6 million in grants and training services to support AmeriCorps programs and volunteer centers throughout the state. For more information, visit www.volunteertennessee.net.

SIGNATURE EVENTS

Annually, Volunteer Tennessee hosts the Tennessee Conference on Volunteerism and Service Learning (TCVSL) and the Governor's Volunteer Stars Awards. The TCVSL and GVSA brings together volunteer management professionals, service-learning practitioners, students, elected officials, and business leaders, who are focused on making change in their communities.

The TCVSL and GVSA are scheduled to take place **February 13-14, 2022** at the Franklin Marriott Cool Springs in Franklin, TN.

OUR REACH

Volunteer Tennessee's portfolio and signature events cover all three grand regions of the state. Our agency's network includes a statewide volunteer portal with hundreds of registered agencies, 19 national service programs, and 5 volunteer center/youth civic engagement programs.

A potential partnership with our agency also includes access to:

- 3,000+ newsletter subscribers
- 3,000+ social media followers
- 600+ attendees at signature events

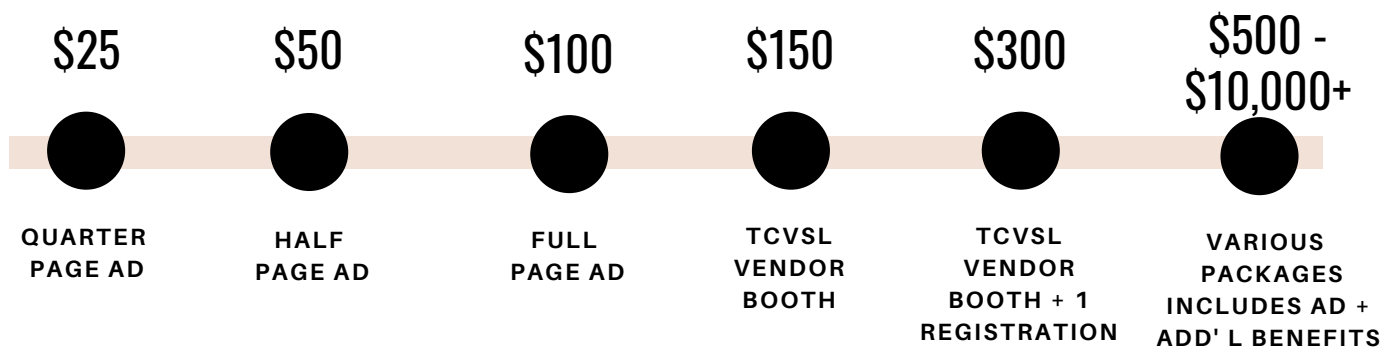
SPONSORSHIP PACKAGES

By becoming a sponsor, you help support volunteerism and community service statewide. TCVSL packages range from \$500 - \$10,000+. GVSA Packages range from \$500-\$5,000+. Please go through our packet to see the many benefits of becoming a sponsor.

MARKETING OPPORTUNITIES

Volunteer Tennessee also offers a la carte opportunities to introduce your organization to a service-minded community. You will find more info in our sponsorship packet about vendor booths at the TCVSL and ad space in our program guides.

GIVING LEVELS AT A GLANCE



TENNESSEE CONFERENCE ON VOLUNTEERISM & SERVICE LEARNING

Serve. Learn. Change.



The Tennessee Conference on Volunteerism and Service-Learning is the Volunteer State's leading event for organizations, educators, and individuals engaged in service and focused on making change in their communities.

As we struggle with tough economic times, increased poverty, threatened environmental security and other societal concerns, service makes the biggest difference in creating safe, strong and healthy communities.

The conference offers more than 30+ workshops, keynote speakers, and a service project for 200-300 attendees each year. This annual event, provides a collaborative atmosphere for the best civic leaders across the state to share innovative ways to encourage volunteerism and provide a solid infrastructure for people to serve.

The TCVSL also includes the Award of Excellence for Schools ceremony, which recognizes schools across the state for volunteerism and service-learning.



TCVSL SPONSORSHIP LEVELS

	Conference Partner	Plenary Sponsor	Volunteer Hero	New Student Attendance Sponsor	Friend of Service Sponsor
	\$10,000+	\$2,500	\$1,000	\$600	\$500
Name listed on Conference website w/link included	✓	✓	✓	✓	✓
Name listed on Conference guide sponsor page	✓	✓	✓	✓	✓
Recognition in Volunteer Tennessee's newsletter and social media	✓	✓	✓	✓	✓
Free exhibit booth at the Conference showcase exhibit	✓	✓	✓	✓	
Conference guide ad (size denoted in column)	Full Page	Half-page	Quarter-page		
Special acknowledgment during designated plenary session	✓	✓	✓		
Name and logo in the plenary agenda	✓	✓			
Opportunity to speak at a Conference plenary	✓	✓			
Opportunity to hang corporate signage in the plenary venue	✓				
Full Conference partner	✓				
Seat on the Executive Planning Committee	✓				
Name and logo prominently featured on all Conference marketing	✓				

- **30+ Workshops**
- **200+ Attendees**
- **Premier Exhibit Time**

FEBRUARY 13-14, 2022

To become a sponsor, please review our application on page 9. For questions, please e-mail volunteer.tennessee@tn.gov or call 615-741-6726.

CONFERENCE VENDOR BOOTH



Volunteer Tennessee provides designated time and space for conference attendees from across the state to learn more about your organization, business or product.

Vendor booths offer hands-on opportunities for tech companies and service providers with tools aimed at improving volunteerism and service-learning. Conference participants are interested in the latest resources available to enhance their service initiatives.

Vendor exhibits will be given a 6 ft. covered table in our Showcase Exhibit hall on February 14 and will be featured on the conference website and program.



To apply to be a vendor, please review our application on page 9. For questions, please e-mail volunteer.tennessee@tn.gov or call 615-741-6726. The deadline to reserve a booth is **December 15, 2021**.

VENDOR FEE OPTIONS:

Table only option: \$150 - includes a 6' table in the showcase exhibit area.

Table + 1 registration: \$300 - includes a 6' table in exhibit area and registration for one to attend workshops and conference events.

14TH ANNUAL GOVERNOR'S VOLUNTEER STARS AWARDS

Honoring Tennessee's Top Volunteers



The Governor's Volunteer Stars Awards (GVSA) is an initiative from Volunteer Tennessee that seeks to recognize outstanding volunteers from each of Tennessee's 95 counties.

With the program now in its fourteenth year, participating counties conduct a call for nominations and recognize one outstanding youth and one outstanding adult volunteer. The Governor's Volunteer Stars Awards also recognizes one business and one non-profit from each of Tennessee's three Grand Regions for their outstanding community involvement and service.

The annual in-person event is typically host to nearly 400 honorees, their guests and elected officials. Approximately 87 honorees, nonprofits and businesses were recognized from 48 counties this past year. To date, the GVSA has recognized more than 1,000 honorees.



GVSA SPONSORSHIP LEVELS

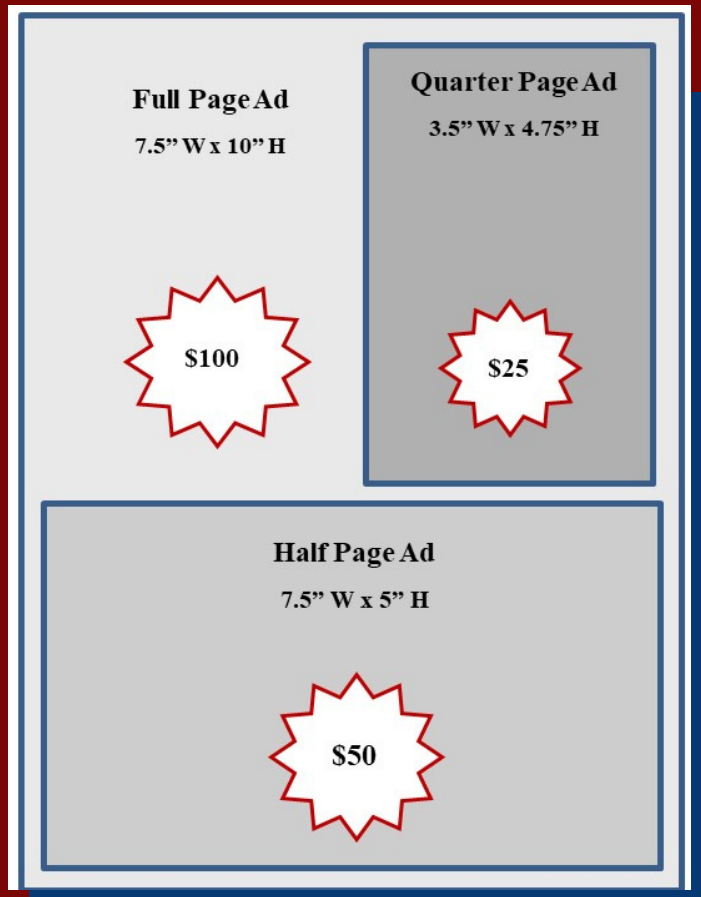
	Presenting Sponsor \$5,000	Three-Star Sponsor \$2,500	Two-Star Sponsor \$1,000	One Star Sponsor \$500	State Service Supporter \$150
Tickets to GVSA Event (#)	✓ (10)	✓ (8)	✓ (5)	✓ (3)	✓ (1)
Name and logo in the GVSA program	✓	✓	✓	✓	✓
Recognition in GVSA press releases	✓	✓	✓	✓	
Recognition in newsletter and social media	✓	✓	✓	✓	
Sponsored Table Marker	✓	✓	✓	✓	
GVSA Program ad (size denoted in column)	Full Page	Half-page	Quarter-page	Quarter-page	
Name listed on GVSA webpage w/link included	✓	✓	✓	✓	
Special acknowledgment by GVSA event speaker	✓	✓	✓		
Corporate signage can be displayed in venue lobby	✓	✓	✓		
Opportunity to present an award at the GVSA	✓	✓			
Name and logo on the award	✓				

**350+ Attendees
including local and
state elected officials**

FEBRUARY 13, 2022

To become a sponsor, please review our application on page 9. For questions, please e-mail volunteer.tennessee@tn.gov or call 615-741-6726.

ADVERTISING SPACE



We invite you to reserve ad space in the GVSA program book or the Tennessee Conference on Volunteerism and Service-Learning Conference Guide.

TCSVL and GVSA guides are great ways to

- Promote your organization
- Congratulate a GVSA honoree
- Reach potential customers statewide
- Support service in Tennessee

For an even greater reach, advertise in both guides!



To reserve ad space, please review our application on page 9. For questions, please e-mail volunteer.tennessee@tn.gov or call 615-741-6726. The deadline to reserve an ad is December 15, 2021.

AD SPECS:

- Finished programs are 8.5" W x 11" H
- All ads will be printed in black and white
- All ads must be print ready, at least 300 dpi and CMYK
- Ads must be submitted as jpg, png, or tif files
- Approximate sizes are listed above

VOLUNTEER TENNESSEE

Application Deadline: 12/15/2021



Your Information Please fill in your contact information and mark your selected options below.

Contact Name	
Street Address	
City, ST, ZIP Code	
Organization	
Work Phone	
Email Address	

Sponsorships

Conference Sponsorship

- ☐ \$10,000 Conference Partner
- ☐ \$2,500 Plenary Sponsor
- ☐ \$1,000 Volunteer Hero Sponsor
- ☐ \$600 Student Attendance Sponsor
- ☐ \$500 Friend of Service Sponsor

GVSA Sponsorship

- ☐ \$5,000 Presenting Sponsor
- ☐ \$2,500 Three-Star Sponsor
- ☐ \$1,000 Two-Star Sponsor
- ☐ \$500 One-Star Sponsor
- ☐ \$150 State Service Supporter

Conference Vendor Booth

☐ Table-top \$150

☐ Table-top + 1 registration \$300

Please provide a description of the products and/or services exhibited for the conference program.

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Advertising Opportunities

GVSA Program Book Ad Space

☐ Full Page Ad \$100

☐ Half Page Ad \$50

☐ Quarter Page Ad \$25

TCVSL Conference Guide Ad Space

☐ Full Page Ad \$100

☐ Half Page Ad \$50

☐ Quarter Page Ad \$25

Complete this application form and email to Volunteer.Tennessee@tn.gov along with any special requests or additional information by December 15, 2021. You will receive detailed payment instructions, but please note checks should be made payable to Volunteer Tennessee. All payments should be received by Wednesday, December 30, 2021. Sponsorships are tax deductible.

Address for payment:
Volunteer Tennessee
Attn: TCVSL/GVSA
Tennessee Tower, 18th Floor
312 Rosa L. Parks Avenue
Nashville, TN 37243